



Zero Waste

Introduction

MassDEP Municipal Waste **Reduction Toolkit**



Welcome to the Zero Waste Module of the Outreach Toolkit. The materials that comprise this module are all in electronic format. You can find:

- ⇒ Reduce, Reuse, Recycle: Rethink Zero Waste: an introductory primer about what is zero waste
- ⇒ Zero Waste Principals: A compilation of information from EcoCycle about the concepts behind zero waste
- ⇒ The *Zero Waste Toolkit*: A 28-page guide from EcoCycle with step-by-step how-to information on hosting various zero waste events and activities
- ⇒ Local Government Connection – Beyond Recycling: Zero Waste... or darn close: An introduction to zero waste concepts for municipal officials including a model resolution to adopt zero waste
- ⇒ *A Zero Waste Tool Kit for Local Government*: From British Columbia's Zero Waste Working Group, this toolkit outlines how a municipality can go about implementing zero waste.
- ⇒ Article for your local paper: *Is Zero Waste Possible?*: submit this article to be published in your local paper to promote zero waste in your community
- ⇒ Article for your local paper: *Achieving Zero Waste at Home*: submit this article to be published in your local paper to promote zero waste in your community

If you select to print any of these materials, we hope you do so sparingly (and recycle or pass along to someone else when you're through with them), as zero waste starts with you!



Zero Waste

***Zero Waste: Reduce, Reuse, Recycle:
Rethink Waste***

MassDEP Municipal Waste **Reduction Toolkit**



Recycling has become a national habit, a ritual practiced by over 100 million people every day. Yet recycling alone will not end our dependency on landfills and incinerators, nor reverse the rapid depletion of our natural resources. As world population and consumption continue to rise, it is clear that our one-way system of extracting virgin resources to make packaging and products that will later be buried or burned is not sustainable.

What Can You Do to Promote Zero Waste?

Becoming a "Zero Waste" community may seem like a daunting task, but the idea isn't to become 100% waste free, but rather for our waste stream to come "darn close" to being nothing more than the irreducible minimum by promoting practices at home, work and school that fully embrace the concepts of recycling, composting and waste reduction. Start small and move your way up the zero waste food chain.

Adopt a Zero Waste Resolution in your Community

The *Zero Waste Toolkit for Municipal Officials* will provide you the necessary tools to work with your community leaders to promote zero waste. It may seem like a long shot, but you'll never know unless you ask.

Sponsor a Zero Waste Event

Zero Waste Events help ordinary people see how simple it is to implement the practices of zero waste (composting, recycling everything and most importantly thinking about waste before it is created or purchased).

Zero Waste Events can be held in any area by any group with ease and can be replicated by other organizations that would like to hold similar events. This module will present several models of zero waste events you can hold in your community.

What is Zero Waste?

Zero Waste is a new way of looking at our waste stream.

Instead of seeing used materials as garbage in need of disposal, discards are seen as valuable resources. A pile of "trash" represents jobs, financial opportunity, and raw material for new products.

Zero Waste is a 'whole system' approach to resource management that maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.



Other countries around the world and some U.S. communities have begun to evaluate and redesign their current systems to encourage recycling and to create a more materials-efficient economy. American companies who do business overseas are already redesigning their products and manufacturing processes to meet the Zero Waste standards adopted by other countries. If they can do it there, we can do it here.

Why is Zero Waste Important?

The system of consumption and wasting that drives our demand for raw materials creates an unsustainable demand on natural resources as well as costly environmental threats on the disposal end.

Waste Impacts Climate Change

Scientists around the world have concluded that modern levels of materials and energy consumption are having a destabilizing influence on the world's atmosphere and are major contributing factors to the climate change we are now experiencing.

Energy consumption contributes directly to climate change by adding carbon dioxide from burning petroleum products, trap radiant heat and keep it from escaping from the Earth's atmosphere. The resulting warming of the air is changing our global climate.

Materials consumption contributes indirectly to climate change because it requires energy to mine, extract, harvest, process, and transport raw materials, and more energy to manufacture, transport and, after use, dispose of products.

Of all the materials used in products, only 1 percent is used in products 'durable' enough to still be in use six months later, according to industrial ecologist Robert Ayres. This wasteful consumption of materials wreaks havoc on our land and water resources. What's seldom appreciated is that it also wreaks havoc on our atmosphere and contributes to climate change. Waste prevention and recycling are critical to stopping climate change.

A growing international movement toward the concept of Zero Waste calls for resource efficiency and eliminating rather than managing waste – strategies that have major benefits for slowing climate change. There are zero emission cars and zero accident worksites; Zero Waste is a goal for how we should responsibly manage materials and the energy required to make them.





Zero Waste & Reuse Events

Principles of Zero Waste

(reprinted with permission from EcoCycle, Boulder, CO)

MassDEP Municipal Waste *Reduction Toolkit*



Redesigning Products and Packaging for Durability, Reuse and Recyclability

Instead of perpetuating our throw-away society, products would be designed using fewer material types that could be easily reused or repaired when they have outlived their usefulness.

Creating Jobs from Discards

Wasting materials in a landfill also wastes jobs that could be created if those resources were preserved. According to the report, *Wasting and Recycling in the United States 2000*, "On a per-ton basis, sorting and processing recyclables alone sustains ten times more jobs than landfilling or incineration."¹ According to the report, some recycling-based paper mills and recycled plastic product manufacturers employ 60 times more workers on a per-ton basis than do landfills. The report adds, "Each recycling step a community takes locally means more jobs, more business expenditures on supplies and services, and more money circulating in the local economy through spending and tax payments."²

Producer Responsibility

Zero Waste puts the responsibility for materials entering the waste stream on the front-end with the manufacturer, not on the consumer at the back-end of the product's life. The end result is that manufacturers redesign products to reduce material consumption and facilitate reuse, recycling and recovery.

"True Cost" Accounting

The price of a product does not currently reflect the full costs of the environmental degradation and public health impacts associated with the virgin resource extraction, processing, manufacture, transportation, and disposal of that product. When the market prices begin to include such costs, the more environmentally-friendly product will also be less expensive.

Investing in Infrastructure, Not Landfills

In many communities, strategies like unit-based pricing for garbage collection (commonly known as Pay-As-You-Throw) have created tremendous incentives for residents and businesses to reduce waste and have resulted in higher disposal diversion rates. Rather than using the tax base to build new landfills or incinerators, communities have also invested in recycling, composting, and reuse facilities. In some cases, communities have created integrated discard "malls" where various recycling and reuse businesses coexist in a location where consumers can come to drop-off any unwanted item.

Ending Tax Payer Subsidies for Use of Virgin Materials

Pollution, energy consumption and environmental destruction start at the point of virgin resource extraction and processing. Our tax dollars subsidize many industries that make products from virgin materials, such as timber and mining. Zero Waste proposes ending these federal subsidies to enable recycled and reused products to compete on an even playing field. Without the subsidies, the market can determine which are truly the less expensive products.





Zero Waste

Plan Your Zero Waste Educational Event

(reprinted with permission from EcoCycle)

MassDEP Municipal Waste Reduction Toolkit



Introduction

In April, 2000, Eco-Cycle (Boulder County, Colorado) hosted a public Zero Waste Event at the Boulder Public Library. Having had a great deal of experience producing large scale public events, Eco-Cycle has graciously given us the benefit of their experience, nicely summarized in this Zero Waste Educational Event Planning Kit.

What is the Kit?

The Zero Waste Educational Event Planning Kit (also referred to as "the Kit") is a group of activities that can be used to promote, setup, manage and take down a large public Zero Waste event in your community.

Do I Have to Use the Graphics and Videos Supplied By Eco-Cycle & GRRN?

While you do not have to use the graphics or videos we have available, there are few other resources available, and compared to the considerable costs described above, they are minimal. The 'dog and waste can' are trademarked by Eco-Cycle, and the Zero Waste symbol is trademarked by GRRN. If you use the term 'Zero Waste' for any part of your event or either trademark, you should contact the Grassroots Recycling Network and tell them about it. To order videos, contact [Chris](#) at GrassRoots Recycling Network (visit <http://www.grrn.org/contact/index.php?cid=2> for an email form). To get the graphics, contact [Marti](#) at Eco-Cycle marti@ecocycle.org.

To view available graphics visit:

http://www.grrn.org/zerowaste/kit/event/posters_large.html

http://www.grrn.org/zerowaste/kit/event/bus_ads.html

http://www.grrn.org/zerowaste/kit/event/news_paper_ads_large.html

http://www.grrn.org/zerowaste/kit/event/invitation_examples.html

Where Do I Go From Here?

If you haven't already, read "What is Zero Waste" and "Zero Waste Principles". This will bring you up to speed on zero waste concepts. Then move on to "Event Ideas" which outlines your event possibilities and from there, you may find that your event could also easily be geared to bring Zero Waste to the attention of public officials who help enact legislation. You can read more about this in "Promoting Zero Waste to Public Officials."

For a wider appreciation of Zero Waste, please visit http://www.grrn.org/zerowaste/resource_zw.html an extremely comprehensive knowledge base of Zero Waste on basic, local, national and international levels.

Once your event date has been set and planning is well under way, please consider posting the event on the GRRN Community Calendar. Good luck with your event!





Zero Waste

Event and Activity Ideas

MassDEP Municipal Waste Reduction Toolkit



The various elements of this event, many of which can stand alone as Zero Waste "activities" in their own right, are listed below along with the approximate cost (based on Eco-Cycle's experience).

Activity	Approximate Cost
1. Public Forum/Panel Discussion (evening event)	Panelists will likely volunteer their time; costs accrue with facility rental, sound system, advertising
2. Video (purchase from EcoCycle)	\$25 for video alone
3. Contest	Minimal (IF you get donated prizes and contest entry forms are made and copied in-house)
4. Guest Speaker	\$1200 (cost of travel/lodging for guest speaker, plus stipend)
5. Speech	\$0
6. Event Reception	\$1500 (\$1200 for food/drink for 300 persons plus \$300 for rental of plates, glasses, etc.)
7. Event at Recycling Drop-Off Center	\$200 (highly variable cost)
8. School Forum	\$750, depending on bus and substitute teacher costs
9. Invitation	\$1500 (printing plus mailing costs for 2400 invitations)
10. Newspaper Ads	\$5000 (could be much less if fewer/smaller ads are run)
11. Bus Ads (purchase from EcoCycle)	\$2100 (could be less if fewer types of ads are run on fewer buses)
12. Poster (purchase from EcoCycle)	\$125 (with artwork from Eco-Cycle)
13. Press Release	\$0
14. Letters to the Editor	\$0
15. Op-Ed Article	\$0
16. Public Service Announcements	\$0



Public Forum/Event Panel Discussion

Objective

An open forum and panel discussion engages the public in a way that one-way print media or even visual presentations cannot. This activity provides a context for learning first-hand what community members are thinking, and it provides an opportunity to clarify or resolve issues. Showing the [Zero Waste Video](#) first provides a stimulus for conversation.

Important Note: The Public Forum/Panel Discussion was organized by EcoCycle as part of an evening that included a pre-event warm-up reception, a showing of the Zero Waste Video, a Guest Speaker, a Public Forum/Panel Discussion, a Zero Waste Idea Contest and a post-event dessert reception. The pre- and post-event receptions' places in the larger event are in bold in the following schedule of EcoCycle's event. Remember, offering food and drink-before AND after your event if possible- is key to a well-attended event!

Schedule for Eco-Cycle Event

This event was held on a Friday night-the evening before Earth Day 2000-at the Boulder Public Library auditorium.

6:30 pm	Doors open (warm-up reception with food and drink); opportunity for guests to enter Zero Waste contest-this was available in lobby throughout event
6:55 pm	Guests are reminded that Zero Waste video will start in five minutes
7:00 pm	Welcome and introduction of event and video; overview of evening
7:05 pm	Showing of Zero Waste Video
7:35 pm	Introduction of Guest Speaker Gary Liss
7:40 pm	Presentation by Gary Liss
8:10 pm	Introduction of Panel members and the Public Forum/Panel Discussion (Panelists were introduced and then each one was given 5 minutes to speak; this was followed by about 20 minutes of Q and A from the audience); reminder to guests to stick around for dessert following the Q and A
8:40 pm	Dessert Reception ; opportunity for guests to enter Zero Waste contest

How To Do It

Step 1 (*4 months before event*): Determine and secure location for public forum/panel discussion, taking into consideration the other event activities as well (e.g., video showing, reception, guest speaker). Decide how long your panel discussion will be (see EcoCycle schedule above as a guide), when in the order of things it will be held, and how much time you will give each panelist to speak before the Q and A session that follows.

Step 2 (*3 months before event*): Select a panel facilitator and discuss with him/her how the panel will be conducted. Preferably, your facilitator will be someone from your organization who knows the topic and who can steer the discussion in a productive direction. The facilitator will also need to be adept at "managing" personalities-both panel and audience. Make sure the facilitator knows how to follow up and ask questions of panelists to further clarify or flesh out the important points you wanted them to address. (see Step 4).

Step 3 (*3 months before event*): Select panel members. For ideas on selecting panel members, see "Tips" below. EcoCycle chose the following THREE persons:



Zero Waste expert Gary Liss. Gary was already present at the event as the guest speaker. Gary consults widely with public and private sector institutions to develop recycling and Zero Waste policies and practices. He was able to speak to and answer a variety of questions about the economics, politics and logistics of Zero Waste.

Eco-Cycle Executive Director Eric Lombardi. Eric is an engaging and passionate speaker who represented the voice of a local non-profit engaged with Zero Waste issues. He spoke to issues of local organizing and community participation in politics (as well as the role of Eco-Cycle) and helped articulate a Zero Waste vision for Boulder County).

Boulder City Council member Lisa Morzel. Lisa supports Zero Waste policies in government and is an exemplary practitioner of Zero Waste with her family at home. She spoke about her personal experience trying to achieve Zero Waste and also spoke about the local political climate around Zero Waste.

When you are considering whom to invite for your panel, think about the expertise or experience that you want represented. In your communication with potential panelists, tell them up front the focus of the contribution you hope they will make to the panel. For example, EcoCycle stressed to Lisa Morzel that her experience maintaining a "Zero Waste" household would be valuable to the audience, as would her experience advocating for progressive waste-related legislation as a City Council member.

Step 4 (2-3 months before event): Send to each of your panelists a written description of the points you wish them to stress when they speak, as well as an indication of the amount of time they will have to make their speech. Also, make sure they are clear about the length of time they are expected to be on the panel to answer questions from the audience. Confirm that your panelists can come to the entire event and that they will be there WELL BEFORE the panel discussion is scheduled to start; a "missing in action" panelist is no fun for event organizers or guests!

Step 5 (8 weeks before event): Call each of your panelists and confirm that they received your written outline. Go over that outline and answer questions the panelist may have.

Step 6 (8 weeks before event): Prepare media campaign to publicize event (i.e.: Newspaper Ads, Bus Ads, and Zero Waste Press Release).

Step 7 (6-8 weeks before event): Reserve sound system equipment from a rental agency (if relevant). Make sure that the rental agency either plans to set up the equipment on the day of the event or plans to teach you how to do it.

Step 8 (4-8 weeks before event): Organize staff and volunteers for the event (set-up and clean-up people, food service people, ushers, video/sound people if necessary, floaters who can answer questions and assist guests). Prepare a contingency plan in the event that one or more of the panelists have to cancel at the last moment.

Step 9 (One week prior to the event): Contact the panelists, confirm their attendance, and go over the format for the event with them (when the panel starts, what points they are expected to stress, how much time they'll have to speak, what will be expected of them in the public Q and A session, etc.). Ask if they have any questions or concerns at this point and address those.

Step 10 (One day before event): Contact panelists once more and confirm their attendance. Remind them to show up for the whole event or to come well before the panel discussion starts. If possible, have them there at the pre-event reception and later at the dessert reception (if you choose to host these activities) so that attendees can meet the panel and ask them questions.

Step 11 (Day of event): Set up sound system early and test it well in advance of the panel. Have troubleshooting expertise on hand if something goes wrong during the panel discussion.

Step 12 (Day of event): IMPORTANT: Ensure that the Public Forum/Panel Discussion facilitator provides an overview of the evening from the outset. Make sure he/she introduces the panelists by including the points to which each panelist will speak. The facilitator should also explain to the audience that after each



panelist speaks (you might give each panelist five minutes to talk), there will be a Q and A session, and after that a DESSERT RECEPTION. The facilitator should encourage attendees to stay for dessert; you want to ensure that folks stay for the Q and A, and stressing the dessert reception is a powerful way to do that.

Step 13 (*Within one week post-event*): Send a personal thank-you note or letter to each panelist, and invite their feedback on the event. You also may wish to send a thank-you to the facility provider and any volunteers who assist with the event.



Tips

- Select panel members who represent different aspects of society concerned with Zero Waste issues: business, government, and environmental groups. Consider also folks who practice Zero Waste domestically. If no one in your community is a Zero Waste expert, think of folks who practice or advocate for elements of Zero Waste in government, business, or through a non-profit agency.
- Choose panel members who know how to respect differences well. Don't create a "Jerry Springer" show out of your public forum.
- Set a time limit for the panel discussion and the question period that follows, and ensure that questions from the audience are answered in the order in which they are asked. Be sure your panelists know the format.
- Be prepared for audience members who are disrespectfully confrontational of panelists or who want to monopolize the Q and A time. Ensure that your facilitator knows how best to handle such persons.
- Be prepared to go a little over time if BOTH the panel and audience are leaning towards this, and the facility rental arrangement will allow.
- Advertise well for the event and request RSVP's to written or mailed invitations. It's good to have a sense of how many people are coming, though there is always some unpredictability when the general public is invited.

Zero Waste Video Showing



Objective

The 28-minute Zero Waste video ("Zero Waste: Idealistic Dream or Realistic Goal?") introduces an audience to Zero Waste concepts via interviews with engaging speakers (conducted by video producer Paul Connett) and real world Zero Waste examples. Ideally, the video is probably best shown as part of an event (see above) that includes a guest speaker or panel discussion, and perhaps a Q and A session. This video is not a Hollywood production, but rather a grassroots effort of Zero Waste activists.

Important Note: The Zero Waste Video was aired as part of a larger event - the *Public Forum/Panel Discussion* organized by EcoCycle. Please see the schedule under that activity for more information on hosting a larger event.

How To Do It

Step 1 (*6 weeks before event*): Contact video production company to ensure equipment is available to rent for day of showing.

Step 2 (*4 weeks before event*): Order video from [GrassRoots Recycling Network](#)

Step 3 (*Week of event*): Check in with video production company to confirm that equipment rental and set-up arrangements are confirmed.

Step 4 (*Day of event*): Set up equipment EARLY and test performance. You may even want to do this step before the day of the event.

Tips

- Make sure it's clear WHO will be setting up and testing the equipment.
- Ensure that someone who is at the event is knowledgeable enough about the equipment to troubleshoot if there is a problem.
- If the showing is for a small number of people in a small area, consider a large-screen TV display as opposed to a projected image-but make sure the sound is okay.
- Introduce the video so that viewers know what to expect afterwards (e.g., question time, speaker, panel discussion, dessert reception).
- If you have a larger audience, make sure you have a sound system that will suit the room and the crowd; a blaring TV will just distort the sound, which is a little rough.



Zero Waste Contest

A contest where entrants are invited to submit Zero Waste ideas provides a simple means of interactive learning: entrants ask themselves what Zero Waste might mean practically and then decide on ways to put flesh on their ideas. A Zero Waste contest also provides opportunities for media coverage (e.g., a short story on the winning idea) and serves to help draw folks to an information table or public event.

How To Do It

Step 1 (*2 months before contest entry deadline*): Seek prize donations. Emphasize "eco-friendly" prizes such as a bike, overnight at a spa, or bed and breakfast trip. When asking businesses for donations, emphasize that you will put their logo on contest entry forms and on other media associated with the contest, such as invitations, newspaper ads, etc. Make sure to follow through with these commitments.

Step 2 (*2 months before contest entry deadline*): Develop an outreach plan and a timetable for promoting the contest and offering opportunities for the public to enter. Consider a newspaper advertisement, information booths or tables at stores and at fairs and festivals, and a table at a public recycling center. Make sure you are clear about the terms of the contest and how the entries will be judged: What is the deadline date? Are there any restrictions on entry (e.g., a minimum age, or a stipulation about the exclusion from participation of friends and relatives of contest organizers)? How many winners will there be? What criteria will be used to judge entries? If you are planning to host a Zero Waste forum for grade school students, consider soliciting contest entries from them as well, and be sure to offer an age appropriate prize.

Step 3 (*8 weeks before contest entry deadline*): Develop your contest entry form (see Tips below) and also a flyer if you want to advertise the contest at places where you do not intend to collect entry forms. See EcoCycle's contest entry form (attached) as a model. If you use a printer, submit your contest entry form design to them 7-10 days before you first want to make the forms available to the public.

Step 4 (*6 weeks before contest entry deadline*): Start your outreach activities and solicitation of contest entries from the public. Where possible, have your prizes on display at contest entry opportunities-this lets entrants know there really IS a prize! To be fair, hold firm to your entry deadline. Keep collected contest entries together in a safe place. Recruit impartial contest "judges" to evaluate entries. These judges should be people who cannot enter the contest but who have a working knowledge of Zero Waste principles and practices and no stake in who is chosen as a winner!

Step 5 (*At contest entry deadline*): Gather your "judges" and review the criteria you have set for determining contest winners (see Tips below). In the Eco-Cycle contest, more weight was given to ideas that would be especially relevant in Boulder County, Colorado (this emphasis was stated on the entry form). For example, the idea of an Advanced Disposal Fee (ADF) on computers purchased in Boulder County would be a valuable idea because of the high consumption rate of computer equipment in the region.

Determine your winner(s), and double-check any donor-imposed deadlines for use of non-material contest prizes (e.g., overnight trips, spa visits) and be sure to let the winner(s) know of these restrictions.

Step 6 (*After determining contest winner(s)*): Notify winner(s) by phone and mail to congratulate them and confirm the delivery or use details of their prize. Also, contact the media and write a [press release](#) that mentions the winner(s) and describes their winning idea(s). Get a quote from the winner(s) (you might ask them how they thought of their idea) if possible. Use the attached press release associated with EcoCycle's Zero Waste contest as a model.

Step 7 (*After determining contest winner(s)*): Send a thank-you to each prize donor and let them know both who the winner(s) is/are and what the winning idea(s) was/were.

Tips

- Be creative in choosing prizes.
- Design your [contest entry form](#) thoughtfully (remember the problems with the electoral ballot design in Florida!). On the form, consider including:



- Clear instructions and plenty of space for entrants to record their contact information (name, telephone, address).
- A succinct definition of Zero Waste
- A sample Zero Waste idea to give entrants a sense of what you are looking for
- Pictures of the prizes or the logos of the prize donors
- Clearly printed restrictions on the contest (e.g., who cannot enter, entry deadline)
- EcoCycle used the following criteria for judging contest entries:
 - Consistency with Zero Waste concepts
 - Originality
 - Potential impact on environment if idea was implemented
 - Relevancy to specific area or region in which idea would be implemented
 - Consider having a line on the contest entry form for entrants to fill in their age, and then choose an "under 12" winner and an "over 12" winner.



Guest Speaker

Objective

A guest speaker who is knowledgeable about the field of Zero Waste can lend legitimacy to the subject that is hard to convey in print ads and other media. A guest speaker who can speak of his/her experience with Zero Waste within a business or in another community shows the public and local legislators that Zero Waste is possible-maybe even the necessary next step for any responsible community.

IMPORTANT NOTE: The Guest Speaker was part of the *Public Forum/Panel Discussion* – a larger event organized by EcoCycle. Please read that activity discussion for further information on the Guest Speaker in relation to the larger event.

How To Do It

Step 1 (*As far in advance as possible!*): Brainstorm list of candidates for guest speaker-consider knowledge, presentation ability, enthusiasm for subject, capacity to interpret the subject to a diverse audience. Narrow your prospects down to a short list. Check out the "Additional Resources" section on the Kit home page for prospects.

Step 2 (*As far in advance as possible!*): Call your prospects and ask if they are available to speak on the intended date of your event. Consider how flexible you are with regard to the date-if a great speaker is available only on a particular date, it may be advisable to set the date around that speaker's schedule. Once your speaker is confirmed, ask if they have any special needs with regard to lodging or food. Make sure to accommodate these in your arrangements.

Step 3 (*2-3 months in advance*): Make the lodging, food, travel (both to your community and while in your community) and other arrangements needed for your speaker. Confirm your guest's willingness to be interviewed during the course of the event. Is a packed schedule okay? If the travel involves a plane or bus ticket, make sure the guest knows where to pick that up, whether it will be mailed, etc. If a stipend will be offered, negotiate that. One of the advantages of starting early on the planning is that you may be able to find reduced airfares.

Step 4 (*4 weeks in advance*): Contact all radio and TV stations and newspapers that you want to have interview your guest. Send a tentative schedule of these interviews to your guest for his/her approval.

Step 5 (*2 weeks in advance*): Check in again with your guest. Explain the arrangements again and ask if the guest has any questions or concerns. Confirm travel/reception plans with your guest.

Step 6 (*2 days in advance*): Contact guest again to confirm travel schedule and pick-up arrangements.

Step 7 (*Day of guest's arrival*): Be on (ahead of!) time to pick up your guest. When he/she departs provide him/her with an appropriate thank-you and (if relevant) the stipend.

Step 8 (*Within one week post-event*): Be sure to send a follow-up thank-you card and invite your guest to offer feedback on the event.

Tips

- Allow lots of time to "sell" reporters on the idea of interviewing your guest speaker
- As a guest speaker you may want to consider business leaders in your community who have done a great deal to reduce waste.
- Consider speakers with whom you have a personal relationship first-they may be more likely to support your event
- Allow your guest some "free" time when in town. No one wants to be totally booked the whole time



- Double-check basic matters like plane tickets, lodging, transportation.
- Have a contingency plan in place in the event that at the last minute your guest cannot come

Zero Waste Speech

WHAT YOU WILL NEED

- A captive audience
- Speech outline (provided below)

Objective

A speech or presentation is an excellent way to deliver your Zero Waste message in a meaningful, targeted way to individuals that may be prompted into action by your words.

How To Do It

Step 1 (*2-3 months before giving speech*): Write speech. Use the outline provided here as a model to work from. Make sure your speech is no longer than 30 minutes, allows time for audience questions, isn't too technical, tells a story or two, and, most importantly, presents Zero Waste (or pretty darn near!) as a realistic and compelling concept.

Step 2 (*Optional-1-2 months before giving speech*): Obtain Zero Waste Video. This video can add variety to your presentation. Call the GrassRoots Recycling Network at 706-613-7121 or go to [here](#) for more information or to [order the video](#).

Step 3 (*1-2 months before giving speech*): Practice and edit your speech. Solicit feedback from co-workers or friends.

Step 4 (*1-3 months before giving speech*): Arrange speaking venues. Service organizations like the Lions Club or the Rotary Club tend to book their speakers several months in advance; however, always have your speech ready to go as sometimes there are cancellations and a replacement speaker is needed right away.

Step 5 (*Date/time of Speech*): Deliver the Speech. Arrive early to the venue to (1) set up any equipment you may be using; and (2) chit-chat privately with individuals in your audience and with your hosts-this will lessen your anxiety and familiarize you with their interests.

Step 6 (*Within one week after speech*): Send a thank-you. Call or write your speech hosts thanking them for inviting you to speak, and ask them for ideas on other speaking opportunities with their organization, or for suggestions of other groups that might want you to speak.

Tips

- Give your first speech to a receptive and affirming audience, such as a group with similar goals to your own. This will help you gain experience and confidence with the speech. Of course, if you prefer the "trial by fire" approach, then deliver your first speech to an audience from whom you expect substantial resistance!
- Know your audience and the organization they represent. At the outset of your speech you may want to make a connection by mentioning an award your audience's organization has won, or by telling how you or a family member or friend has been connected with the organization.
- Edit your speech for different audiences. For example, a business group may want a greater emphasis on the bottom-line benefits of Zero Waste; a group with an environmental conservation focus may want a greater emphasis on the environmental benefits of Zero Waste; and a group with an educational or political focus may be most interested in the logic of the case that can be made for Zero Waste and in the content of the public dialogue on the issue.

Zero Waste Speech Outline



Introduction

- Recycling was a social revolution in this country
- Get ready for the next social revolution called Zero Waste

Why Zero Waste is Important

- Recycling growth has leveled off so we need a new vision
- Wasting is up
- Examples: more packaging, more disposables, more toxins, less durability, throw-away electronics
- Recycling alone won't sustain us
- We need a material efficient economy that values recovery of our waste stream

A New Way is Coming

- Old way of thinking is "there's always going to be waste and we have to take care of it."
- New way of thinking: waste isn't inevitable...it's a result of bad design. We need to design it out of the process by:
 - Design for recycling, durability, less toxins, reuse, composting
 - Jobs from discards
 - Hold companies responsible for environmental harm
 - Increase infrastructure for reduce, reuse, recycle
 - Remove subsidies

Myth: Let the Market take care of it

- Yes, markets control business but some things are priceless.
- Some things the market will never address like touching a 2000 year-old redwood or snorkeling in a pristine coral reef.
- Markets didn't abolish slavery...it was those who stood up and said it just wasn't right.

We're on a pathway towards destruction

- The current engine of growth is destruction.
- We're fouling our nest like no other species on earth does.
- Example: 1 billion lbs. of lead from 300 M computers over the next 5 years will go to landfills (lead is a powerful toxin that affects IQ levels). Europe and Asia outlawed CRT disposal. Problems here will grow worse as TV's go from analog to digital and many are sent to landfills.

Landfills

- They're dinosaurs...we're doing the same thing cavemen did by dumping stuff in the ground (except they used everything they could before disposing of it!).
- All landfills will leak (EPA).
- Regulations require them not to leak for 30 years though they remain toxic much longer.
- Europe requires protection for 300 years.
- Landfills/incinerators take material out of commerce. Recycling preserves the value of material.

The Value of Discards

- We're destroying the value of discards by landfilling/incinerating.
- Reduce, reuse, recycle preserves natural resources.
- An item isn't waste just b/c it's discarded...trash companies want you to believe this though.
- The impacts of wasting: more extraction, processing, transportation

Material Efficient Economy is the Goal

- Design for reduce, reuse, recycle
- Build infrastructure for repair and distribution
- Recycle
- Components of Zero Waste
- Discard Malls: Similar to airports, which are publicly funded.
- Businesses: Some already there like HP with 92% diversion, Fetzer with 93%...they're among the 35 companies in the US that report over 90% diversion rates.



- Jobs: ZW concepts create jobs. The trash industry employs 1 person for every 10,000 tons collected. There are 6 jobs in recycling the same amount and 80 jobs in reconstruction.

Producer Responsibility: Meeting the needs of consumers and the planet

- Businesses should not be allowed to make stuff then walk away
- The environmental impacts paid up front in the price of a product
- Garbage is an unfunded mandate (buy product, throw away, maintain landfill, cleanup and monitor landfill)
- Minimize use of packaging and toxins in products
- Set up take back programs. Europe - cars and computers must be taken back by companies. Let industry best decide how they want to accept responsibility through recycling, reusing, composting or repairing.
- 30 countries have take back laws (US is even behind Brazil on producer responsibility.)
- Sends signal to the design team that they must design for take back
- Examples: Kodak's disposable cameras. Coke's bottle to bottle program in Europe. British Columbia has paint take back program funded by the paint companies through a fee on each can sold. Mercedes has a disassembly plant in which a car can be disassembled in 4 hrs.
- Set up Discard Management Parks.

Subsidies

- Supports mining, timber, petroleum, waste disposal to the tune of \$2.6 billion per year.
- Undermine recycling by establishing an unlevel playing field in the market place.
- Need to be abolished

Primary vs. Secondary Materials Economy

- We operate under a "primary extraction economy" (mining, timber, oil) which built the west
- The future: "secondary materials economy" is growing.
- It's about capturing and reusing natural resources once they have been extracted
- Examples: DuPont is building a cornstarch facility to make a plastic-type material made from plants, not oil/petroleum (Henry Ford made first car from corn, not petro-based plastic).

Environmental Externalities

- Impacts costing society but we don't measure
- Examples: leachate costs, clear-cut a hillside and erosion destroys the salmon and wipes out jobs.
- Barrier is politics: many politicians are entrenched in extraction economy
- There are consequences to our behavior in the environment

Around the World

- As nations stop landfilling and incineration they need something else. We need to be able to sell them a Zero Waste package. Need to capture 100% "or darn near" of "waste" stream
- New Zealand, China, Europe, Australia, may be close to ZW by 2015

Challenges

- Old way was mixing discards into one pile.
- New way is mandatory source separation (this is the key to keeping the value of the resources high enough to make it a sustainable system.
- Organic wet stream and an inorganic dry stream
- No technical barriers, just political

Next Steps

- New Zealand - 40% of counties signed onto a ZW pledge
- Zero Waste Institute: Training institute for certified ZW planners.
- Waste is a design issue. Need to design it out of our lives. Stop spoiling our nest.
- Need laws, won't happen on its own.
- In US 150 M people recycle...industry needs to get on board now



Zero Waste Reception

Objective

People love free food at events! A pre-event reception provides an opportunity to welcome guests to your main event (see below), and a post-event reception gives them a reason to stay for the duration and provides a chance for them to chat with event speakers, panelists, and other attendees.

IMPORTANT NOTE: The Zero Waste Reception was organized by EcoCycle as part of a larger event - The Public Forum/Panel Discussion. Please review that activity for a full description of the event.

How To Do It

Step 1 (*4-6 weeks before event*): Decide what you want to have to eat at your event (see Tips below). Call a few caterers to get price quotes.

Step 2 (*2-3 weeks before event*): Recruit volunteers to assist you with setting up and serving food/drink and with take-down afterwards. Note: approximately 10 staff/volunteers were utilized to help with set-up, food/beverage service, and clean up at EcoCycle's event. 250 persons attended the event.

Step 3 (*2 weeks before event*): Settle on a caterer (you'll have to estimate the number of attendees at your event). Also, arrange rental of durable food service items: plates, cups, silverware, napkins. Keep it a Zero Waste Event. Consider putting a "closed" sign on the nearby trash cans and ensuring that everything (or nearly everything) can be reused, recycled, or composted. Consider a meatless event so that composting scraps is less problematic. Buy beverages. If you have wine or other alcohol, be sure this is allowed in your facility, and monitor carefully the distribution.

Step 4 (*Day before event*): Contact caterer and confirm food delivery arrangements on the day of the event.

Step 5 (*Day of event*): Set up and leave lots of time to do so. Make sure volunteer hosts know what and how to serve guests, and what to do with used dishes, plates, cutlery, and napkins. Place clearly marked recycling bins next to trash cans and, again, consider placing "closed" signs on trash cans for added effect. Remember that at the end of a long evening, having lots of help on hand to clean up is very important! Make sure to announce again your dessert (post-event) reception at the outset of the activity just preceding it (this was the public forum/panel discussion at EcoCycle's event); this will encourage attendees to stay around.

Tips

- Consider cost, but order food that your guests will appreciate.
- Focusing on "finger foods" makes clean up easier.
- Have a variety of items so the individuals with allergies or dietary restrictions can partake.
- It's very helpful to have the caterer deliver the food, rather than the hosts having to pick it up.
- Think of ways to keep your reception "zero waste": reusable dinnerware, minimal wrapping on food items, reusable or recyclable bottles for beverages; make a point of this to guests, and invite them to help you by placing recyclable or reusable materials in clearly designated receptacles, etc.
- Check beforehand to ensure that coffee makers or hot water urns will work in the electrical receptacles into which they will be plugged.
- Recruit a responsive volunteer hosting crew that can respond to unforeseen problems and concerns.



Event at Recycling Drop-off Center

Objective

An event at a local place of public activity such as a drop-off center for recyclable materials can provide an educational experience for community members and can introduce a receptive population to Zero Waste. It also provides a venue for folks to enter a [Zero Waste contest](#).

How To Do It

Basically, this kind of event is like a little party-with an educational theme. You will want to have a table or other apparatus for displaying information and food; a visual or two (e.g., poster, banner) to draw folks to the area; and at least a couple of things for visitors to do (e.g., talk with a table host, enter a Zero Waste contest, take a snack or free recycled product give-away).

Step 1 (*2-3 months before event*): Choose a location that already consistently draws a crowd, such as a recycling center. Decide on a rain/snow date if the event is outdoors and the weather is highly unpredictable. If you are not the managers of the site, contact the managers and ask about the terms and conditions for hosting an event there.

Step 2 (*2 months before event*): If props and visuals for your event need to be developed, begin the process now for creating posters, flyers, activities and displays (see an example [Zero Waste Poster](#) for one idea).

Step 3 (*6 weeks before event*): Begin recruiting volunteers, if needed. Be sure to clarify with any volunteers what is expected of them. At this kind of event, volunteers will mostly likely serve by hosting the information table and facilitating Zero Waste contest entries. If your event is at a recycling center, volunteers can help visitors to the center unload their vehicles and can invite them to check out the Zero Waste display nearby.

Step 4 (*1-2 months before event*): Put event information into your newsletter (if applicable).

Step 5 (*1-2 months before event*): Contact possible corporate sponsors for your event (if you anticipate significant costs and wish to partner with a local business) and reserve a canopy at a rental store if needed.

Step 6 (*1 month before event*): Contact possible donors for free give-aways during the event (e.g., food, recycled products). If you obtain give-aways, send a thank-you note to the donor and mention them (if applicable) in your newsletter.

Step 7 (*2 weeks before event*): Pull together all props, informational pieces, and Zero Waste idea contest materials (if you are doing this latter activity).

Step 8 (*2 weeks before event*): Create a press release and talk with local reporters about the event. Someone may want to get a photo or do a short story. For tips, see our [Zero Waste Press Release](#).

Step 9 (*1 week before event*): Check in with volunteers to confirm their participation. Make sure they know when and where they are expected to arrive, what will be required of them (e.g., hosting an information table, facilitating a Zero Waste contest), and what the facilities are like (e.g., outdoors, access/no access to water or toilet, etc.). Also let your volunteers know that you will provide a short orientation for them on the day of the event.

Step 10 (*Day of event*): Arrive early to set up props, banners, and food. Orient volunteers.

Step 11 (*Within one week of event*): Call each volunteer or send a thank-you note for their service. Invite feedback on the event.



Tips

- Because people come to a recycling center anyway, there is no need to do extensive publicity on your event; however, news departments at local media outlets should be approached.
- Choose "finger" foods to offer visitors that create no packaging waste
Some companies will volunteer their employees to help with non-profit projects over the weekend.
- Have eye-catching displays sitting on easels (for an example of such a display, see our [Zero Waste Poster](#))
- Have contest entry forms about Zero Waste available on clipboards for people to fill out. Make sure there is an eye-catching box in which to deposit the entry forms.
- Have volunteers wear t-shirts which identify them as volunteers with your organization.
- Provide free give-aways of Zero Waste items such as coasters made from compact disks, pencils made from recycled currency, and recycled-content household and office supplies.
- Consider adding a humorous touch by having a Zero Waste Super Hero present in costume while people are recycling.
- Put Zero Waste "eco-facts" on recycling bins, including examples of how Zero Waste principles are happening in your own community. Make these tidbits short and to the point.
- Consider displaying Zero Waste idea contest prizes to draw attention.



Zero Waste Forum for High School Students

Objective

A Zero Waste forum for high school students allows your organization to capitalize on all the work done to set up a larger public event by the hosting of a second session that appeals to a different audience. It also allows you to plant a seed among those who will be entering the job market as Zero Waste is implemented over the next decade. Finally, the school forum can be a venue for troubleshooting prior to a general public event.

How To Do It

Note: if you hold a student forum on the same day as a larger public event, the speaker, A/V equipment, visual aids and facility that have been reserved for the public event could be used for a forum earlier in the day. If the public event facility is not available at the time of day you need it, one of the high school auditoriums would work well.

Step 1: (*4 months before the event*) Research the names of science/social studies teachers at local high schools that might be able to fit a study of Zero Waste into their curriculum. Also find out the names of teachers who sponsor student councils, leadership groups and environmental clubs. Create an invitation flyer and mail this directly to each of the teachers you identify.

Step 2: (*3 ½ months before the event*) Conduct follow-up calls with the teachers to discuss the event and entice them to sign up.

Step 3: (*3 months before the event*) Make arrangements with a local bus company or the school district's transportation department to provide busing for classes to the event.

Step 4: (*one month before the event*) Send a letter to each participating teacher confirming the date and time of the forum, the number of students attending, and the bus pick-up and return times.

Step 5: (*2 weeks before the event*) Confirm the bus schedules for student pick-up. Contact each teacher to make sure all logistics are understood and that you are on both the teacher's and the students' calendars.

Step 6: (*2 weeks before the event*) Finalize the schedule for the forum, including the persons who will do introductions and any time adjustments needed to keep things moving for this age level (see "Sample Schedule for School Forum").

Step 7: (*2 weeks before the event*) Create a version of the Zero Waste idea contest flyer that includes an evaluation at the bottom for students to fill out (see "School Zero Waste Idea Contest Form").

Step 8: (*at the event*) Have four staff or volunteers to greet buses and get students quickly seated in the auditorium. These persons will also pass out contest entry forms and pencils at the end of the session and collect the forms at the doors as students leave the forum.

- **Tips**

- Fund the buses and the substitute teachers needed for the class to attend. Without these the teachers are not likely to be interested.
- High school teachers have little room in their curriculum for extras, so a lot of one-on-one "sales" calls may be needed to get full sign-up.
- Multiple reminders to teachers are needed to be sure classes that sign up actually show up.
- Overbook the seats. At this grade level, some of the students in each class will not come with the group because they can't miss other classes.
- Keep the program moving quickly and include substantial time for discussion to keep the students' interest.
- If the prizes for the Zero Waste idea contest are impressive, have them or a representation of them on stage to encourage participation in this activity.



- If the event is planned for the spring semester, give teachers as much lead-time as you can when announcing the event. Four months is a minimum.

Here's some info on Eco-Cycle's Earth Day 2000 Zero Waste High School forum that may be helpful to you:

- Seven out of 11 attending teachers needed substitutes.
- Five staff persons worked the event for 3 hours each. The project coordinator spent approximately 25 hours to accomplish the steps outlined above. The most time- consuming step was the phone calls to secure teacher/class attendance at the event.
- The room held 200 people. Two hundred and ten students were signed up. Only 125 showed up due to the reason stated in the tips above and a memorial service that was taking place at one of the high schools.
- Seven half-day substitute teachers cost \$425. The total for six buses hired through the two school districts involved was \$335.

Sample Schedule

12:00 - 12:05

- Welcome
- Event funded by Eco-Cycle, nation's largest nonprofit recycling organization
- Zero Waste is an exciting new direction for the new millenium, the environment's future and your future
- 1st community forum in the U.S. on Zero Waste (bring friends and family tonight)
- Format: 30-min. video, talk by leading national expert Gary Liss followed by Q&A
- Introduce Eric Lombardi Eco-Cycle's Exec. Director for 10 years, Board of Directors of NRC for 4 years, Co-Founder and spokesperson for Grassroots Recycling Network (lead organization advocating zero waste)

12:05 - 12:10

- Introduction of Intro Video (give context for video)

12:40 - 1:10

- Introduction of Gary Liss; National expert on Zero Waste policy; Consults with government, businesses, Organized first NRC conference & first curbside recycling collections in the U.S.
- Gary Liss:
 - Reflect on video
 - Business & Del Norte County examples
 - What Boulder has done well

12:10 - 12:40 Video

1:10 - 1:25 Q & A

1:25 - 1:30 Contest/Evaluations



Zero Waste Invitation (to Zero Waste Event)

The invitation is an 8 1/2" x 11" paper, two sided, folded in half. One color (PMS #513) plus black. EcoCycle prints them on on "Zero Waste" paper: 15% hemp, 85% sugar cane pulp - recyclable paper made from renewable resources.

WHAT YOU'LL NEED

- Artwork from EcoCycle
- A layout artist
- A printer to print your invite
- A mailing list

NOTE: This mailing could also be modified to create a flyer or a poster. The newspaper ads could also be modified for this purpose. In your invitation, keep the details of your event to the essentials, but make sure you mention that food and drink will be served!

Objective

To get folks to come to your event by mailing directly to supporters/interested parties. The mailer may also serve a dual purpose of letting your supporters know that you are working on this new and progressive concept, even if they do not come to the event.

How To Do It

Step 1 (*5 weeks before event*): Contact EcoCycle to negotiate a use agreement for their artwork. Please note that EcoCycle artwork is copyrighted. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org. She will ask you for:

- Brief information on your organization
- The nature of your event
- The timeline for your event
- The contact information and email address for the layout artist you hire

Step 2 (*5 Weeks in Advance*) Contact a layout artist who can take the EcoCycle invitation layout and modify it by putting in your organization's event information. Let the artist know this is a two-sided job that is two color -- black plus "PMS #513." (PMS is lingo for "color" in the printing/layout world, this is a burgundy color). We will be sending the graphic to you on a CD. Please be sure that your artist can work with a Quark file developed on a Mac.

Step 3 (*5 weeks before event*): Call the printer to get a price estimate and to get on their schedule. (You may want to get bids from two or three printers.) Be sure to have figured out in advance how many invitations you want to send out. You'll want to discuss the following with the printer:

- a. You need an 8 1/2 x 11", two-sided job, folded in half (it will not need to be "scored," as this will be printed on relatively low-weight paper). You're printing with one PMS (one color), plus black. You may want to have little tab closures applied to keep it closed.
- b. You'd like to either print on paper that contains 100% post-consumer content or consider using an alternative-fiber paper. See TIPS below for information on buying enviro-friendly paper, and details as to what paper EcoCycle used for their invitations.
- c. You'll need the job back in time to mail it out about 14 days prior to the event (see Step 7).

Step 4 (*4-5 Weeks in Advance*) Write the copy appropriate for your invitation. (You may want to use wording similar to EcoCycle's).

Step 5 (*4-5 weeks before event*): Work with your layout artist to modify the ad with your information.

Step 6 (*3-4 weeks before event -- approximately 7-10 days prior to your INVITATION MAILING date, depending on what your printer told you*): Deliver print job in whatever format the printer requested. If your artist is emailing the piece, call to confirm its arrival at the printer's. Double check that the appropriate paper arrived and that they have you scheduled to receive the final copies by your deadline. Ask them about checking a proof before it goes to print to verify that the final product looks like it should.



(Sometimes fonts get messed up in transfer, so this is important.) When a printer calls for a proof, it's important to get there right away to see it. Holding up a proof check holds up your whole job.

Step 7 (*12-14 days before event*): Mail your invitations.

Plan to have invitations ARRIVE in mailboxes about 10 days before your event - enough time for recipients to plan ahead and to RSVP, but not so much time that they forget about it. Remember that bulk mail can take a little longer than direct mail.

Tips (on choosing papers)

- EcoCycle used a tree-free paper, to serve as an example of Zero Waste in practice. The invitations were printed on "Domtar weeds," a paper available through Nationwide Papers. The color chosen was "Moss."
- Some other good, recycled papers are Quest, a 100% post-consumer paper available through Simpson. With a little more time, you can ask for Sandpiper (cheaper than Quest, but allow a few more days as it needs to be shipped from Albuquerque, NM), a 100% post-consumer recycled paper available from Nationwide Papers.
- A 70lb. text-weight paper is fine. You will not need the heavier card stock.
- Printers, despite their constant use of papers, are typically not very knowledgeable when it comes to recycled paper, much less tree-free papers. It's important to be familiar with some papers yourself. If they are helping you find a paper, and you are choosing to use recycled content, be sure to emphasize that you are looking for 100% POST-CONSUMER content. They will be quick to tell you a paper is 100% recycled, when, in fact, it's only 20% post-consumer and 80% pre-consumer. You'll need to be the expert since these terms are unfamiliar to printers.



Zero Waste Newspaper Ads

WHAT YOU'LL NEED:

- Artwork from EcoCycle
- The advertising department(s) of the local paper(s) in which you wish to run your ad(s)
- A layout artist to lay out the ad with your information and to size it to the dimensions necessary for your particular newspaper. They'll need to be able to handle a Quark file created on a Mac.

NOTE: These ads could be modified to be a flyer or a poster. The Zero Waste Invitations could also be modified for this purpose.

Objective

The newspaper advertising campaign serves to promote your Earth Day event and to begin to introduce the concept of Zero Waste into the community's mindset. Newspaper ads were one of three mediums EcoCycle used to promote their event (invitations and bus ads were the other two). It is helpful to advertise in a variety of venues. Aside from television, newspaper ads are typically the most effective medium.

How To Do It

Step 1 (*At least 3 weeks before you'd like to run your first ad*): Contact your local paper(s) to reserve space for your ad. The newspaper(s) will tell you what sizes are possible, and can give you prices for each. They will also ask you what day(s) you would like to run your ad. Ideally, your ad should repeat several times.

NOTE: Different papers will have different size requirements, so your layout artist will have to make slight modifications to the ad to meet each paper's size requirements.

Ask the newspaper(s) the following questions:

What are the price differences for varying sizes, days of the week, different placements in the paper and for repeated runs of the same ad?

NOTE: Newspapers typically give a discount when the ad is placed more than once.

Also, some newspapers give discounts to non-profits. You'll want to make sure your ad is in a fairly visible place and that it runs on days that get a lot of viewing. For example, EcoCycle ran their ad in six different papers. Ads were run in the "What's going on around town" sections, the local sections, and in the environmental pages.

See "TIPS" below for more information.

What is the deadline to get finished artwork turned in?

In what format do they want your artwork (a hard copy they can scan, on disk, emailed etc.)?

Step 2 (*Three weeks before you'd like to run your first ad*): Contact a layout artist who can work with the EcoCycle ads (Quark files created on a Mac) and modify them to suit your event. Please get your layout artist's email address, physical address and contact info to provide to EcoCycle (See next step).

Step 3 (*Three weeks before you'd like to run your first ad*): Contact EcoCycle to negotiate a use agreement for their artwork. Please note that EcoCycle artwork is copyrighted. They will send you a CD with the Quark for Mac artwork on it. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org.

She will ask you for:

- Some brief information about your organization
- The nature of your event
- Your timeline for your event
- Your layout artist's contact info, including physical address for sending artwork



Step 4 (2-3 weeks before you'd like to run your first ad): Work with your layout artist to modify the ad with your information. Check a proof before it goes to the newspaper to be sure that your information is correct. Ask the layout artist for a copy, so you know what was sent.

Step 5 (1 week before you'd like to run your first ad): Deliver ad and confirm date and placement. This is VERY important! Make sure you and the paper are both clear as to which section the ad will be printed in, and on which date.

Step 6 (Day before you run your first ad): Proof ad. This is also VERY important. Make sure all information is correct, and that fonts, artwork, etc. transferred correctly from your layout artist to the newspaper.

Tips

- When choosing which days to run your ad, the first priority is to run it the day before your event.
- Consider running your ad on the day OF the event. (That's why there is also a version of the EcoCycle ad that says, "TONIGHT.") It is more expensive to run an ad that is slightly modified, but EcoCycle chose to do this so it would really stand out. If you do decide to modify your ad this way, do not give the paper the second version until AFTER you have given them the normal ad. (They may accidentally run the wrong ad on the wrong day.)
- If you can afford it, also run the ad a few days ahead of your event to give people a chance to plan ahead. Unless you are running your ad many times, don't run it too many days before the event, as people will forget they saw it.
- Ads can be expensive. Consider having the ad sponsored by a business, and include their logo in your ad(s).
- Other ways to publicize your event include letter(s) to the editor and a short entry in the "what's happening" or calendar column of the newspaper. Also, try to entice a reporter to write an article about the event to appear in the paper on the day of the event.
- When you are inserting your own text into the EcoCycle ad, keep it minimal. The less folks have to read, the better.
- EcoCycle ran their ad in six papers. In the main local paper, the ad ran five times: ten days before the event, seven days before, the Sunday before, two days before, and then the day of the event. (Sunday papers are the most thoroughly read, but the disadvantage is that there are so MANY ads in Sunday's paper)



Zero Waste Public Transportation Ads

WHAT YOU'LL NEED:

- A transit company (bus, subway, train)
- A printing company
- A layout artist who works with Quark on a Mac who can modify artwork provided by Eco-Cycle to include your organization's event info.
- A layout artist who can modify artwork provided by Eco-Cycle to include your organization's event info

Objective

This kind of advertising campaign in general has two objectives:

- (1) To advertise your Zero Waste event; and
- (2) To begin to introduce the concept of Zero Waste and bring the term into the community's vocabulary.

Bus ads were used by EcoCycle as one of three mediums for promoting their event (invitations and newspaper ads were the other two). The advantage of a bus ad is that it is a moving billboard with the potential to reach hundreds or perhaps thousands of people as it moves around the city every day. While it is less likely that individuals seeing the bus ads are going to remember the place and date of your event, it is important that they see the concept of Zero Waste advertised in a variety of venues, just to get it into the public mind.

Also, the more times that people see a concept or an ad, and the more different places they see it, the more likely it will begin to register in their brains. So, while they may not remember the time and date from a bus ad, they are more likely to notice and pay attention to the newspaper ad or invitation when they see it, because it reminds them of their first encounter.

How To Do It

NOTE: Timeline for each step is roughly the same since all steps should coincide with each other. Though the steps look arduous in terms of text length, several of these steps are simply phone calls.

Step 1 (6-12 weeks prior to the event. Allow as much time as possible to give plenty of room for transfer of art, printing, etc.): Contact EcoCycle to negotiate a use agreement for the artwork. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org.

Please include:

- Some brief information about your organization
- The nature of your event
- Your timeline for your event
- Which ads you would like to use
- *Please note that all EcoCycle artwork is copyrighted.*

Step 2 (6-12 weeks prior to the event. Allow as much time as possible to avoid mistakes): Contact the local transit company, and ask them how they handle their advertising on the inside and outside (if applicable) of their vehicles. In your community, you may be considering ads in a subway or train, rather than a bus. It is likely that the company contracts with a particular printing company to print ads.

Ask them:

- If they have a particular printer who prints their ads (don't be surprised if this company is out of state. Much of this specialized printing is done by just a few printers in the nation. Turn around time is still fairly quick, despite the distance). If they do not have a particular company that they use, they will have names of various companies that do this kind of work. Ask them which company they work with the most.
- What the price is to post an ad, and if a non-profit discount is available (if applicable).



- What the dimensions are for various sign postings (for example, inside ads in a bus are printed as a standard size, while outside ads are significantly larger and vary in size depending on whether the ads are printed on the side of the bus or on the rear.)
- What their deadline is for receiving the finished ads
- How long they usually keep an ad posted. (It is important to learn whether these ads can be posted at any date throughout the month, or if, for example, they are posted only at the beginning of the month. In Eco-Cycle's experience, we had to run our ads for the month of April, because the buses changed out their ads at the beginning of every month. That meant the ads were really only effective in getting people to our event for three weeks, since our event was April 21st.)

Step 3 (*Do at approximately the same time you do all other steps.*):

Call the printer to:

- Get an estimate. If the transit company gives you several printers with whom you could work, call more than one to get the most competitive bid. However, you may want to consider using the printer the transit company uses the most, since they will be the most familiar with the transit company's size and time guidelines, as well as the process. Ask them to send you their estimate in writing, as well as guidelines, turn around time, etc. Their estimate should include the date they are to receive your artwork, as well as the date it is to arrive with the transit company, just to avoid confusion.
- Get on their schedule for printing ads.
- Make sure that you are now on both the transit company's schedule and the printer's schedule.
- Ask the printer if you will be able to see a proof of the ad before it is printed so that you can be sure the correct information has been printed, etc.
- Ask them when they will need the artwork and in what format. Can it be emailed to them? (Turn around time is likely to be a week or so.)
- Are they capable of taking a file and modifying artwork? You will need to have someone add your organization's information into the artwork provided. If not, contact a layout artist.

Step 4 (*Do at approximately the same time you do all other steps*): Write the text for your ad. You can follow the example of the EcoCycle ad, and simply add your information.

Step 5 (*Do at approximately the same time you do all other steps.*): Find a local artist who can work with a Mac Quark file supplied by EcoCycle and put in the event/promotion information particular to your organization's activities. They are likely to need some of the information you've gathered above, such as the required format, whether they can put the artwork on disk for the printer, the timeline, etc.

Step 6 (*Do at approximately the same time you do all other steps.*): Contact Eco-Cycle a second time to negotiate a use agreement for the artwork. Call Marti Matsch at 303-444-6634 or email to marti@ecocycle.org. We will be sending you the Quark for Mac file on a CD. Please be ready to provide the address, email and phone number for the layout artist who will be receiving the artwork.

Step 7 (*Do at approximately the same time you do all other steps.*) Work with your layout artist to modify the artwork to suit your needs. If you select different fonts from those used with EcoCycle's artwork, be sure to use bold fonts, especially for the back-of-the-bus ad. EcoCycle was advised on fonts and colors to use for this application, and it is recommended that you follow the same design to be sure that it is legible.

From this point, steps and timeline will be determined by the transit company, layout artist, and printer. Be sure to ask the layout artist for a proof of their work before it's sent to the printer! (Make sure to double check event information.) Also check a proof with the printer before it all goes to print.



Zero Waste Day Posters

Objective

Zero Waste posters are mainly for public education, not promotion of a specific event. They are effective for drawing attention to your display table, reception area, or forum room. They serve to capture the essentials of the Zero Waste message in powerful graphics and descriptive text. The Eco-Cycle artwork for Zero Waste posters is also suitable for the creation of a smaller brochure or flyer. You can size the artwork to fit your needs. One poster features examples of Zero Waste in practice in businesses and nations around the world; the other stresses central Zero Waste concepts.

How To Do It

Step 1 (*4 weeks before public showing*): Contact EcoCycle to negotiate a use agreement for their artwork; graphics for two different Zero Waste posters are available. Please note that EcoCycle artwork is copyrighted. Artwork will be provided to you on a CD with a Quark file created on a Mac. Artwork can be mailed to you or to your printer. Call Marti at 303-444-6634 or email her at marti@ecocycle.org. She will ask you for:

- brief information on your organization
- the nature of your event
- your timeline for your event
- the printer's or your physical address, phone number, and email for sending artwork

Step 2 (*4 weeks before public showing*): Contact an image and copying business and deliver artwork. Consider what size you want your poster(s) to be and on what material (foam-core, posterboard, etc.) you want them mounted. Confirm this with the image/copying business.

Let them know the artwork will be on a CD - a Quark file created on a Mac. Both posters will need to have your logo inserted where EcoCycle's is. (The diorama poster also has contact info on the bottom.) The printer should be able to do that for you. After they insert your logo, ask to see a proof of the poster before it is printed.

Step 3 (*2 weeks before public showing*): Obtain the necessary equipment for displaying the poster(s), such as a tabletop or freestanding easel. Check out how your poster(s) will look up close and from a distance.

Tips

- A cheaper alternative to a foam core display is to have the poster printed and then glued to a large piece of cardboard.
- Laminate the poster if you plan to show it outdoors where it may get wet.
- If you would like to add information about an upcoming event to the poster, you will need an extra week or two in the timeline, and will need to work with a layout artist to do this.
- As a non-profit organization, you can ask the business where the poster is made or the easel is purchased to give you a discount, as many business owners are supportive of environmental causes.
- The corners of foam-core displays are easily dented and crushed, so consider reinforcing them with tape or metal braces.



Zero Waste Press Release

Objective

The objective of the Zero Waste press release is to promote your Zero Waste community event and the concept of Zero Waste.

How To Do It

Step 1 (*4 weeks before event*): Become well versed, if you are not already, in Zero Waste. Determine what media/press efforts you believe would best support both your event and the advancement of Zero Waste in your community. A press conference? A media kit? Interviews by journalists with (if applicable) your guest speaker?

Step 2 (*2 weeks before event*): Write your Zero Waste press release. See the attached [Eco-Cycle press release](#) as an example. Include information about your community event, your contact information, a short and to-the-point description of what Zero Waste is, why your organization is holding your specific event, and quotes from your guest speaker and other invited guests (if applicable).

Be sure that the press release is catchy, clear, and concise - it should not be more than two pages, double-spaced. Give the who, what, when, where and why of your event and its participants in a fashion that can be easily grasped by those who will see the press release. Remember that the editors may shorten your press release simply by cutting it from the bottom up-so try to get the most pertinent information into the first paragraph.

Step 3 (*approximately 5 days before event*): Fax your press release to your media contacts. Follow up with a phone call the next day. Confirm that your contacts received the information, ask if they have any questions, and try to set up interviews with your guest speaker, if this applies.

If you are fairly confident that you will have a good turnout at your Zero Waste event, try to get a reporter and photographer to cover it. The goal of your press release (and other publicity such as PSAs and other paid media) is to generate stories and articles a day or so before the event--though not much earlier--to help create that final buzz and get your community excited about the event.

Tips

- Compile a list of media professionals to whom you will pitch Zero Waste. Track when you have contacted each of them, when the press release was faxed, and your general impressions of each conversation. This information can be helpful when "closing the deal."
- ZW is new and compelling, so reach out to journalists and media that you may not typically approach with your stories.
- BECAUSE ZW is new and compelling, however, it is still quite foreign to most people, so be prepared to work to sell your story. Be sure you are well versed in ZW and what it encompasses, and also that you have your pitch well practiced.
- Keep your contacts in the loop and keep yourself on their radar screen without being burdensome. While reporters and journalists tend to work on short timeframes, calling them to set up an interview three days before your guest speaker arrives, without any previous contact, is likely to get you nowhere. If you have been in touch with your press people all along, they will be prepared for your call and, if interested, will work you into their schedule.
- Create an "announcement" press release that contains all the facts about your event (date, time, location, etc.) that can be faxed or emailed to all of the media in your area that publish "calendar" listings. Make sure you know the deadlines for when these media need the information. For example, Boulder, Colorado's community radio station needs PSA information at least 2 weeks before an event.



Zero Waste Letter to the Editor

Objective

Letters to the editor on Zero Waste themes are an effective way to respond to editorial coverage of Zero Waste, to raise public awareness, and to express personal opinions on the subject. Letters to the editor can also spur a paper to respond to the Zero Waste issue even if they had thought the public wasn't interested. Some surveys have shown that more people read letters to the editor than any other section of the newspaper. A timeline is not provided in the Steps indicated below, because letters to the editor are not usually used to advertise specific events.

How To Do It

Step 1: Decide on the main points you want to address in your letter.

Step 2: Contact the newspaper(s) to confirm the format in which they wish to receive letters to the editor and the preferred length in words, and determine the person with whom to follow-up after sending your letter.

Step 3: Write, edit, and submit your letter. Many papers today prefer that letters to the editor be sent via e-mail.

Step 4: Follow up with the contact person to ensure receipt of your letter.

Step 5: Monitor the papers to see if the letter gets printed!

Tips

- Your first paragraph should be the most important; get your best points and "zingers" up front.
- Keep your letters brief, clear, and to the point.
- Make sure grammar and spelling are correct.
- Try to limit your letters to one page (most papers have word limits-find out what they are)
- Make sure facts and figures are accurate.
- Include your name, address, and day and evening phone numbers with your letter.
- Consider coordinating several letters from several different people and having them submitted one every few days to increase impact.
- Don't be discouraged by an unprinted letter; keep trying. Many papers can only print a small fraction of the letters they receive.



Zero Waste Op-Ed Piece

Objective

An Op-Ed piece can raise public awareness of Zero Waste, influence elected officials, prompt dialogue, and suggest solutions to the problems that result from conventional wasting practices. Eco-Cycle's Zero Waste Op-Ed was published in the Sunday paper (which typically has the greatest circulation) five days before Eco-Cycle's big Zero Waste event.

How To Do It

Step 1 (*4 weeks before event or intended date of publication*): Contact newspaper(s) and determine their willingness to consider or accept your op-ed. You may have to submit an outline or draft at this stage. Find out the appropriate format (e-mail is becoming more and more acceptable these days), and exactly when the newspaper needs your op-ed for publication. Typically this will be four days before your preferred publication date.

Step 2 (*1-4 weeks before intended date of publication*): Write the op-ed, and edit it! Determine who will be indicated as the author. Op-Eds from community leaders, government officials, and better-known journalists in the area tend to have a better chance of getting published. If you are hosting a Zero Waste event and have a guest speaker, consider using this individual as your author, as this will expose that person to your community and present them as an expert. "Ghostwriting" is also okay-just be sure that the person for whom you are writing has a chance to look over the piece thoroughly before it's submitted.

Step 3 (*4 days before intended date of publication*): Submit the op-ed to the newspaper. Follow up with a phone call to the editor to make sure the piece was received.

Step 4 (*Day of intended publication*): Check the newspaper to be sure the op-ed was published. Check the piece for errors.

Tips

- Most papers prefer that Op-Eds be around 750 words in length
- Check with the paper(s) well in advance of when you wish to have the Op-Ed published, to determine their policies and procedures
- Use stories or anecdotes to illustrate abstract concepts
- In the text, propose some solutions to the problems identified; don't just criticize



Zero Waste Public Service Announcement

Objective

Public Service Announcements (PSAs) provide a small amount of information in an upbeat, conversational style. PSAs may reach folks who are not regularly reading the local print media. They can be used either to advertise your event or to provide more "timeless" information on Zero Waste. Many radio stations will run PSAs free-of-charge. One drawback to PSAs is that one often does not know exactly when the PSAs will be aired, if at all.

How To Do It

Follow these steps when you want to use PSAs to publicize an event:

Step 1 (*Four weeks before event*): Contact area radio stations on which you wish to air your PSA. Confirm the format for submitting the PSA, including their preferred length in words or seconds. Determine the cost, if any (most public stations and some private stations will air community announcements for free, as long as the events are open to the general public). Determine when you can expect the PSA to air after the station receives it, and ask how far in advance of airing the PSA the station needs to receive it.

Step 2 (*Three weeks before event-or earlier, if the station requires more lead-time*): Write your PSA. Read it out loud and listen to how it sounds when spoken. Edit it. Make sure it includes relevant information about the event, and include a phone number that listeners can call should they have questions.

Step 3 (*Two and a half weeks before event*): Submit PSA to station and ask when it will start to be aired.

Step 4 (*Two weeks before event until event*): Listen for PSA at intended air time or call station periodically to ask when the PSA aired. If the PSA does not seem to have been aired (or is obviously aired at odd hours when no one will hear it), contact the radio station to inquire.

Tips

- Keep your PSAs legible and use sentences that flow well and allow easy interpretation by the reader.
- Read your PSAs out loud to check readability.
- Consider submitting two or three different versions of PSAs that contain essentially the same information-most radio stations like a few options with different lengths!
- Use a catchy opening sentence that poses an important question related to the subject or which states a relevant and intriguing fact.
- Don't include too much date, time, and place information that listeners won't retain.
- Provide a contact phone number and repeat it at the end of the announcement.



CONTACT:

IS ZERO WASTE POSSIBLE?

The phenomenon is spreading around the world. Australia, Ireland, England, India, Korea, Germany, Namibia, Brazil - to name just a few - have embraced it, as have cities and towns across California and Vermont. Even some businesses, Wal-Mart included, have programs in place. It's Zero Waste and it's popularity is extending to the Bay State.

Zero waste is a new way of managing our waste. Instead of seeing used materials as trash in need of disposal, discards are seen as valuable resources. A pile of trash represents jobs, financial opportunity, and raw materials for new products. It's the idea that we can design, produce, consume and recycle products without throwing anything away. It's the notion that industry should mimic nature in that nothing is truly "wasted."

Zero waste isn't a new idea, but it is viewed by some as a radical one.

Companies like Patagonia have been practicing the zero-waste concept for years. In 2005, the company launched the "Common Threads Garment Recycling Program," through which customers can return worn-out garments from several product lines – Capilene® Performance Baselayers, Patagonia fleece, Polartec® fleece from other manufacturers, Patagonia organic cotton T-shirts, and others – to Patagonia for recycling.

Wal-Mart established a long-term goal of zero waste as part of its program to grow greener. They hope to reduce solid waste from its U.S. stores by 25 percent in the next two years. According to CEO Lee Scott, the reasoning is simple: "If we had to throw it away, we had to buy it first. So we pay twice, once to get it, once to take it away." To Wal-Mart, less waste means lower costs.

Getting to zero waste will take time. Most businesses, including landfill operators and packaging manufacturers, prefer the status quo.

Massachusetts has some of the highest disposal costs in the country. This leaves the doors of opportunity wide open for communities to embrace the concept of zero waste and to potentially save millions of dollars in averted disposal costs. The Commonwealth spends an estimated \$52 million a year – paid for by your taxes – to dispose of paper that could have otherwise been recycled and not wasted. That alone is reason to consider the zero-waste option.

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CONTACT:

ACHIEVING ZERO WASTE AT HOME

One of the major sources of household waste is packaging. Groceries, toys, electronics, clothes – most things we buy are packaged in one form or another, and this packaging generally is just thrown into the trash. One of the best ways you can make a big difference in the volume of waste you and your family produce is to shop smart. Try to buy items with minimal packaging and you will reduce waste and help protect the environment.

Buy More with Less

The majority of items you purchase in a grocery store come pre-packaged. Choosing items that have minimal amount of packaging immediately reduced the amount of waste you will bring home. For instance, some beverages come in plastic bottles that are housed in a cardboard six-pack holder and then shrink-wrapped with unrecyclable plastic film. Choosing the same beverage in powder form that you mix with water and then recycle the powder container is smarter and cheaper.

Bulk Up

Buy products in a large size instead of smaller servings. This will reduce the number of times you have to replace the item and minimizes the amount of packaging that must be disposed.

BYOB

According to the U.S. Environmental Protection Agency, over 380 billion plastic bags, sacks and wraps are consumed in the U.S. each year. Unfortunately, most of these bags simply end up as waste. People may use them to line their trash cans, but then they're disposed of in landfills. Worse still, many plastic bags are let loose into the environment as litter. Plastic bags take up to 1,000 years to break down, and they can have disastrous effects on the environment, particularly on wildlife. Thousands of turtles, birds and other marine animals are killed each year after mistaking the millions of bags in the world's oceans for squid and jellyfish and eating them. Instead, bring your own bags and reuse them every time you shop. You can also use smaller reusable produce bags for loose vegetables and fruit.

Support Corporate Stars

When choosing products, look for the environmentally friendly options. Many corporations understand why consumers want product that support good recycling practices. For example, toilet paper made from recycled paper and packaged in recycled paper is far more environmentally friendly than toilet paper made from brand new paper and wrapped in plastic. Reward the company that offers the former and buy that product.

Buy Items To Last

Purchasing poor quality or cheaply-made items usually results in premature malfunction or breakdown. With the cost of repairing these items often being greater than the cost of replacing them, people are more inclined to choose the latter option. This results in a great deal of waste, particularly electronic or E-waste. By buying good quality products that are less likely to break down you will not only create less waste, but also save money by not having to pay for repairs or replacements.

Voice Your Opinion

Actions by consumers can result in changes by manufacturers. If you believe that products you've purchased are over-packaged or result in environmental damage during manufacturing, packaging, sale or use, email or call the manufacturer to express your concerns. The more people that respond in this way the more likely it is that changes will be made.

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